



## Delicious, Natural, Wholesome Food

With its turquoise waters, white sands, stunning mountain vistas and lush, green vegetation, we're truly blessed to live in the Caribbean.

Life here means loving your neighbour, helping each other and sharing in nature's wonderful bounty.

That's why we work with local farmers, supporting both their livelihood and the communities in which they live by, being a good neighbour and working directly with them to improve the output of their farms and the quality of the produce they grow. This means we can bring you the tastiest, freshest produce, delicious foods and refreshing drinks – whilst all the time helping the Caribbean way of life to thrive.

### **Working in partnership for over fifty years**

The origins of WINFRESH can be traced back to 1961 with the establishment of Windward Islands Banana Growers Association (WINBAN) by the four banana-producing organisations of Dominica, St. Lucia, Grenada and St. Vincent – initially as a crop insurance scheme, but quickly evolving into providing research & development and administration functions for the Caribbean banana industry.

Nearly sixty years later, the business has changed significantly – and renamed WINFRESH in 2009 to reflect its increased involvement in much more than bananas.

WINFRESH is owned by the governments of Grenada, St Vincent and the Grenadines, St Lucia and Dominica, working together for the benefit of the people of these beautiful islands – providing opportunities for economic growth and employment across the islands.

### **Nurturing homegrown talent**

From the start, we've been champions of Caribbean produce and the people who grow it. We are the only organisation in the Caribbean to work directly with farmers on all the Windward Islands, purchasing and processing their produce to sell on the world stage. Over the last 55 years we've helped farmers become more prosperous by encouraging them to embrace modern agricultural methods, as well as growing and developing our own businesses.

### **Our Mission Statement**

To serve our customers with a range of high-quality products and services at just prices, to pay fair prices to our suppliers and to return fair value to our shareholders.

We aim to do so by working in partnership with our suppliers in a manner that is socially and morally responsible and commands respect for our integrity and the positive contributions we make to the societies we serve.

### **The future**

We want more of the world to enjoy our delicious food and produce, and to achieve this we have big ambitions for growth. We started our new food production facilities on Grenada manufacturing our Winfresh juices, in St. Vincent we producing our marinades, sauces, cordials, pepper jellies, as well as modernizing our existing facility on St. Lucia with our own H2O Water. This means more jobs and greater production efficiency, helping us expand to markets in North America and Europe, as well as at home. It's going to be an exciting time for Winfresh.

Special Tagline - **Winfresh, *Live Well***